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**BENSON & HEDGES**  
because quality matters

Mr. John Extralongname  
The Extralongname Company  
Suite 11A, 5th Floor  
1234 Main Street  
Hometown, New York 99999

Dear Mr. Extralongname:

Your first issue of the Privileges Club  
Travel Newsletter is enclosed.

In it, you'll find an overview of marvelous  
places to visit: hotels, restaurants, stores,  
resorts and entertainment facilities that  
have so far escaped widespread notice.

All offer great value and, of course,  
that most elusive bonus - Quality. If the  
newsletter hasn't covered your next travel  
destination, whether for business or pleasure,  
please be patient. Future issues may.

I'd like to ask you a small favor. Please  
fill out the short questionnaire we've enclosed.  
We would like to know a little more about you,  
and what you think we can do to improve the  
Benson & Hedges Privileges Club.

It takes just a few minutes to answer the  
questions. After you've completed the  
questionnaire, just seal it and drop it in  
the mail.

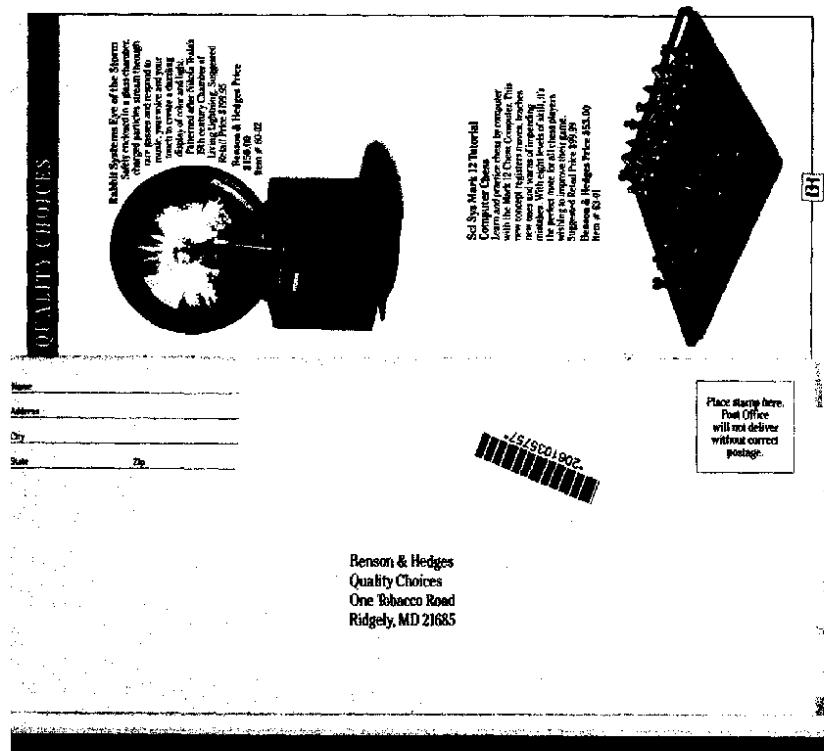
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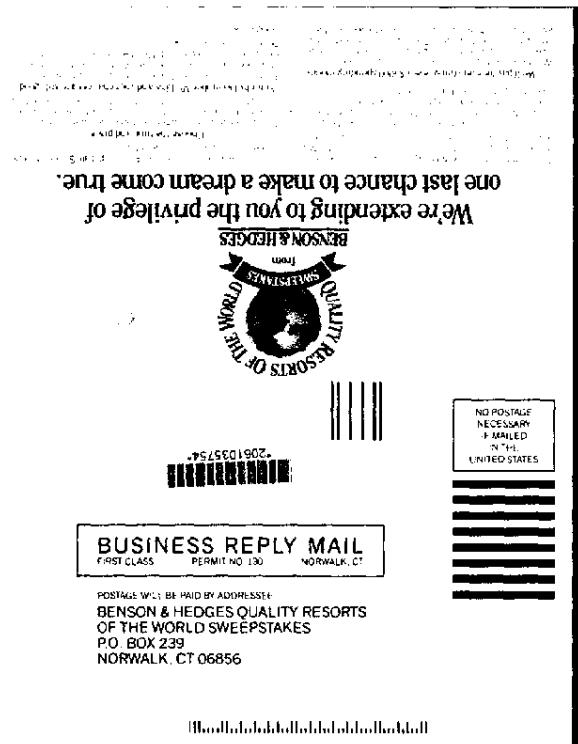
120 PARK AVENUE, NEW YORK

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Thank you for being part of the  
Benson & Hedges Privileges Club and for  
making Benson & Hedges cigarettes your  
preeminent choice.

Sincerely,

*Renee Simons*

Renee Simons  
Benson & Hedges  
Privileges Club

P.S. I'd like to remind you that you can  
still enter our Travel Sweepstakes! If  
you entered before, enter again.

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Ultra Lights: 6 mg "tar" 0.6 mg nicotine—Lights Box: 10 mg "tar" 0.7 mg nicotine  
av per cigarette, by FTC method. Lights Soft: 10 mg "tar" 0.7 mg nicotine—  
100% 16 mg "tar" 1.0 mg nicotine av per cigarette. FTC Report Feb. 85

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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